

ORDER



Orders
Order / Rev: 198170
Alt Order #: 06841119
Product Desc: 8/15-8/21 MITT ROMNEY
Estimate: 162
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 02494

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Romney For President (R)
Demographic: A35+
Product Codes: PL1
Priority: P1
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	16	\$15,975.00	\$13,578.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	16	\$15,975.00	\$13,578.75	0.00
Totals	16	\$15,975.00	\$13,578.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	6%	\$15,975.00
Market	100%	\$266,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	48%	\$127,800.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$61,237.50
WTVZ	0%	\$0.00
WVEC	23%	\$61,237.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/15/12	08/17/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--WTF--	:30	6	\$1,000.00	P1	0.00	NM	6	\$6,000.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--WTF--			6		\$1,000.00		0.00				
E 2	WVBT	08/20/12	08/21/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MT-----	:30	4	\$1,000.00	P1	0.00	NM	4	\$4,000.00

Advertiser:	POL/Romney For President (R)
Product Desc:	8/15-8/21 MITT ROMNEY
Estimate:	162

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MT-----		4			\$1,000.00		0.00				
E 3	WVBT	08/20/12	08/20/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
HELL'S KITCHEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M-----		1			\$2,500.00		0.00				
E 4	WVBT	08/18/12	08/18/12	Sa 10-1044p Fox News @10 Sat	CM	10-1045p	-----S-	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		2			\$700.00		0.00				
E 5	WVBT	08/19/12	08/19/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
FOX NEWS SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S		1			\$75.00		0.00				
E 6	WVBT	08/19/12	08/19/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	2	\$1,000.00	P1	0.00	NM	2	\$2,000.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S		2			\$1,000.00		0.00				
													Totals	16	\$15,975.00